



**METROPOLITAN
TRANSPORTATION
COMMISSION**

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TTY/TDD 510.817.5769
FAX 510.817.5848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

Scott Haggerty, Chair
Alameda County

**OPERATIONS COMMITTEE
FRIDAY, NOVEMBER 10, 2010
MINUTES**

Adrienne J. Tissier, Vice Chair
San Mateo County

Tom Azumbrado
U.S. Department of Housing
and Urban Development

Tom Bates
Cities of Alameda County

Dean J. Chu
Cities of Santa Clara County

Dave Cortese
Association of Bay Area Governments

Chris Daly
City and County of San Francisco

Bill Dodd
Napa County and Cities

Dorene M. Giacomini
U.S. Department of Transportation

Federal D. Glover
Contra Costa County

Anne W. Halsted
San Francisco Bay Conservation
and Development Commission

Steve Kinsey
Marin County and Cities

Sue Lempert
Cities of San Mateo County

Jake Mackenzie
Sonoma County and Cities

Jon Rubin
San Francisco Mayor's Appointee

Bijan Sartipi
State Business, Transportation
and Housing Agency

James P. Spering
Solano County and Cities

Amy Rein Worth
Cities of Contra Costa County

Ken Yeager
Santa Clara County

Steve Heminger
Executive Director

Ann Flemer
Deputy Executive Director, Policy

Andrew B. Fremier
Deputy Executive Director, Operations

ATTENDANCE

Chair Worth convened the meeting at 9:30 a.m. Committee members present were: Commissioners Chu, Giacomini, Halsted, Lempert, MacKenzie, Spering, and Yeager. Commissioners Haggerty was present in his ex-officio voting capacity. Other Commissioners present were: Cortese and Daly.

CONSENT CALENDAR

Upon the motion of Commissioner Spering and the second of Commissioner Halsted, the Committee approved the consent calendar unanimously.

- Minutes of October 8, 2010 Committee Meeting.
- Contract – FSP Beat 10 Towing Services: Atlas Towing Service, Inc. (\$250,000)
- Contract Amendment - Advanced Transportation Management System: Delcan Corporation (\$201,030)
- Contract – Freeway Service Patrol Management Information Systems and Benefit Cost Analysis: DKS Associates (\$200,000)
- First Quarter SAFE Financial Statements

ClipperSM Program Contract Actions

Mr. Jacob Avidon, MTC staff person, presented an overview of the ClipperSM customer education initiatives and a general program status report. Last week, there was an average of 296,000 transactions per weekday, which is an all-time record for the ClipperSM project. There are several expansions and other initiatives that are going to drive transactions volume over the coming months. SamTrans will begin accepting ClipperSM on December 15, 2010; BART will stop accepting its EZRider card, thereby shifting its customers to ClipperSM also on December 15, 2010; and in early December, BART customers will be able to use their ClipperSM cards for daily parking validation. The San Francisco in-person customer service centers will begin operating in late November or early December.

Commissioner Halsted commented that outreach efforts are very much appreciated. Commissioner Daly added that he feels very good about the presentation but he still has concerns regarding outreach efforts to retailers in Chinatown. Mr. Avidon stated that

the ClipperSM Contractor has distributed training materials in Chinese for all retailers in Chinatown and has offered to go on-site to assist anyone who might need assistance with the terminal. He noted that a staff person went out to Chinatown retailers and found that they were able to perform basic transactions quite well. Ms. Crotty, MTC staff, added that as part of general performance monitoring, secret shoppers are also checking retailers so that we have more feedback to assist with future changes that may be needed.

Mr. Planthold shared concerns about ClipperSM accessibility for people with disabilities. He described the impact for SFMTA patrons with disabilities when they encountered a device that is not working properly. He said many devices are not properly working on buses. He also expressed his concerns regarding the accessibility of ClipperSM terminals at BART elevators. He said that patrons with disabilities and patrons who have strollers cannot go directly into BART with the ClipperSM card.

Mr. Steve Heminger stated that there have been repeated surveys of device performance on the entire Muni fleet and it is around 90% and better in terms of the devices working. AC Transit and Golden Gate are much higher, well above 95% and that is where MTC would like Muni to be. He noted this is an issue that MTC focuses on very carefully, because we want the ClipperSM equipment to be working. He added that ClipperSM has a lot more new customers who are still learning how to properly tag.

Chair Worth asked if there was anything that we need to do about the issue of not always having ClipperSM devices near elevators. Mr. Avidon stated that a survey will be conducted on all of the elevators to see which ones have devices.

Mr. Ken Bukowski stated that businesses need to be more involved and there is a need to create incentives for their employees to use the ClipperSM card.

Mr. Clarence Fisher stated that he is only able to load one disabled pass on to his ClipperSM card, but cannot load his attendant's pass. Chair Worth requested staff to bring this issue back to the Committee for an update.

Mr. Avidon presented the Committee with a summary of ClipperSM program contract actions. Commissioner Halsted commented on the delay of the card distribution to senior and youth patrons on Muni and asked if these contract actions would be sufficient to cover the outreach necessary for these populations. Mr. Avidon stated that it is possible that there will be a need for additional contract amendments.

Commissioner Spering expressed his concerns regarding the internal contract assessment process. Mr. Heminger stated that staff will report back to Committee with a summary of program costs and upcoming contract actions. Commissioner Spering then requested the report also include description of how the decision to advance particular contracts is made by staff.

Commissioner Sperling moved approval to authorize the Executive Director or his designee to negotiate and enter into the following contract actions:

- Contract Amendment – ClipperSM Customer Education for Limited English Proficiency Customers and In-person Outreach: Swirl (\$500,000)
- Contract amendment –ClipperSM Technical Advisor: Booz Allen Hamilton (\$950,000)
- Change Order – ClipperSM Cards: Cubic Transportation Systems, Inc. (\$4,000,000)
- Change Order Amendments – Employer Program and Customer Interface Improvements: Cubic Transportation Systems, Inc. (\$1,050,000)
- Change Order Amendment – VTA Ticket Vending Machines Integration: Cubic Transportation Systems, Inc. (\$550,000)
- Change Order Amendment – In Person Customer Service Center: Cubic Transportation Systems, Inc. (\$400,000)

Commissioner Mackenzie seconded the motion. The motion carried unanimously.

PUBLIC COMMENT/OTHER BUSINESS/ADJOURNMENT

There being no further business, Chair Worth adjourned the meeting at 10:10 a.m.